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## **DIGITALIZATION FORMS OF TOURISM INDUSTRY**

In the context of ultra-fast online modernity, there is a tendency to digitalize processes. This phenomenon is called the “digitalization” from the English expression Digital Revolution, which means a widespread transition from analog to digital technology.

Digitalization is a deep business transformation, involving the use of digital technologies to optimize business processes, increase company productivity and improve customer experience. Most often, the goal of digitalization is to satisfy the needs of the consumer, which are changing along with the development of technology, namely, the creation of a more comfortable and efficient interaction between the client and the company [1].

With the introduction of digital technologies in the tourism business, significant changes have occurred in the activities of tourism enterprises. The work of travel agencies has become more efficient, automated and at the same time there has been a significant saving in human resources, time and money.

In the modern world, the tourism industry is actively working to promote tourism products on the market, in other words, the dynamic packaging of tours. This is a new technology for organizing and implementing a tourist product through direct access to the resource systems of airlines, hotels and manufacturers of tourist services due to the digitalization capabilities.

In the XXI century, the activities of tourism enterprises are not complete without the use of information and digital technologies. In order to survive in the age of competition, it is necessary to introduce innovative technologies. In such cases, travel agents and tour operators of travel services should develop and apply new types of services that will not only please the tourist, but will also be unique.

For this, there is a need for the formation of new consumer values:

- Comprehensive service by expanding the range of additional services;
- Improving the after-sales support of the buyer;
- Introducing international service standards.

Speaking of dynamic packaging, it should be noted that it is a universal

designer of individual tours, which allows you to make a reservation in a couple of minutes, pay for services and order tickets on favorable terms. Thanks to the special offers of carriers and hotels, the price in a tour package is usually lower than for services that were booked separately on the websites of suppliers [2]. The difference in price is about 20-30%. However, the risks of not providing a paid tour package are minimized.

Based on the experience of countries developed in the tourism scope, we understand that in the future dynamic packaging becomes the technological basis of a new tactic for the development of the global tourism industry.

The number of users of such systems are more than 25 000 travel agencies, which usually specialize in selling vacation packages.

In this regard, the inclusion of new channels for the sale of package tours:

- world search engines;
- airline websites;
- on-line travel agents involved in promoting the system resource on the Internet
- firms and companies that use the resource to plan personal and business trips of full-time employees.

Systematization of information into a single database of accommodation facilities provides access to it for millions of tourists. Meanwhile, through the modernization of their own core technologies, some operators are creating a new resource for themselves, based on existing dynamic packaging platforms. At the same time, including in the finished global content its innovations regarding hotels and transport.

This tactic of transforming a tourism product is one of the ways to preserve the tourism business at the time of the crisis. It was at this time that the number of charter flights was reduced to a minimum, and constant transportation becomes the main foundation of a tourist package.

Another form of tourism digitalization is the digitalization of amateur tours. Indeed, the informatization of the economy of most countries of the world leads to the fact that many tourists, who are often free access to Internet resources; they prefer to independently plan their tourist trips without resorting to the help of travel industry professionals - tour operators, travel agencies [3].

Thus, the digitalization of tourism takes on various forms of manifestation, which include the online purchase of ready-made tours created by tour operators, and the development and implementation of mobile applications designed for tourists, as well as the digitalization of amateur tours.

In the future, the digitalization of tourism will be accompanied by a further process of crowding out traditional companies with offline offices from the tourism market,

developing designing tours according to the parameters individually set by each specific client, and, consequently, those tourist organizations that will be able to implement the best way will get competitive advantages the process of customization in the provision of tourism services to consumers, transforming them from among potential customers not only into real ones, but also into loyal and, therefore, permanent ones, ensuring long-term survival on the basis of stably high profit and profitability rates.

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## ОЦІНЮВАННЯ БРЕНДІВ ГОТЕЛЬНОГО РИНКУ ЯК МАРКЕТИНГОВИЙ ІНСТРУМЕНТ ФОРМУВАННЯ ІННОВАЦІЙНОЇ МОДЕЛІ РОЗВИТКУ ТУРИЗМУ<sup>1</sup>

В умовах глибоких соціально-економічних перетворень готельний сектор України стає все більш динамічним та пріоритетним напрямком економічної діяльності. Міжнародний досвід показує, що розвиток готельного господарства сприяє зростанню доходів бюджету на всіх рівнях, створює нові робочі місця, формує сприятливий туристичний імідж України.

З цих позицій виконаємо оцінювання методом переваг у прибутку брендів готельного ринку, що є одним з маркетингових інструментів формування інноваційної моделі розвитку туризму, на прикладі найкращих мережевих готелів м. Київ категорії 5 зірок: готель «Hyatt Regency», готель «Hilton», готель «Premier Palace Hotel», готель «InterContinental Hotels & Resorts».

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<sup>1</sup> Публікація містить результати досліджень, проведених за держбюджетною науково-дослідною темою «Розроблення механізму комерціалізації інноваційної продукції» (0118U003572).